

## **REMARKS/ARGUMENTS**

### ***Claims***

The Examiner rejected claims 1-21. By this amendment, claims 2, 12 and 13 have been cancelled and claims 1, 3, 7, 9, 11, 14, 18, 19 and 20 have been amended. Therefore, claims 1, 3-11 and 14-21 are pending in the application.

### ***Claim Rejections – 35 U.S.C. § 102***

The Examiner rejected claims 1-21 under 35 U.S.C § 103(b) as being anticipated by Knowles et al (USPN 5,869,819) hereinafter referred to as Knowles.

The rejection is respectfully traversed. Applicant respectfully submits that the Examiner has not shown that the cited prior art reference teaches every aspect of the limitations of the claims either implicitly or explicitly.

In particular, Knowles is directed to a bar code symbol driven Internet scanning terminal and a method of browsing the Internet by scanning bar code symbols encoded with Uniform Resource Locators (URLs) indicating the address of information resources on the Internet. Significantly, the coded data taught by Knowles is merely ASCII-type information contained within a URL-type information structure and encoded as a truncated-type bar code symbol (Column 10, lines 2-8). This information is read with a bar code symbol reader connected to a client computer. Knowles teaches the use of an "off the shelf" bar code symbol readers such as a Metrologic Scanner MS951-48 (Column 9 lines 51-57).

The coded data of the Applicant's invention is substantially different to the bar code data taught by Knowles. Applicant has amended independent claims 1 and 11 to include the limitations of claims 2 and 12,13 respectively. Claim 1 now includes the step of "...receiving, in the computer system, indicating data from the sensing device regarding the identity of the brochure and a position of the sensing device relative to the brochure..."

Amended claim 1 is most clearly interpreted with reference to page 18, line 25 to page 19, line 2, where the indicating data is invisible tag data and the sensing device is a pen: "A location-indicating tag contains a tag ID which, when translated through the tag map associated with the tagged region, yields a unique tag location within the region. The tag-relative location of the pen is added to this tag location to yield the location of the pen within the region. This in turn is used to determine the location of the pen relative to a user interface element in the page description associated with the region. Not only is the user interface element itself identified, but a location relative to the user interface element is identified. Location-indicating tags therefore trivially support the capture of an absolute pen path in the zone of a particular user interface element."

Knowles does not disclose, teach or suggest the use of coded data that is indicative of the position of a sensing device relative to the brochure and of the identity of the brochure. Knowles merely teaches the use of ASCII-encoded web page locations in visible bar codes. Hence, it is clear that Knowles does not teach, either implicitly or explicitly, all of the limitations of claim 1.

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Similarly, independent claim 11 has been amended to contain the limitations of claim 12 and 13 and now includes "coded data indicative of an identity of the brochure and of the at least one interactive element and the computer system is adapted to receive movement data regarding movement of the sensing device relative to the brochure". Knowles does not teach, either implicitly or explicitly, coded data of this type and only teaches the use of ASCII encoded bar code symbols.

In light of the above amendments Applicant respectfully submits that all rejections have been traversed and that the application is now in order for acceptance.

**Conclusion**

It is respectfully submitted that all of the Examiner's rejections have been successfully traversed. Accordingly, it is submitted that the application is now in condition for allowance. Reconsideration and allowance of the application is courteously solicited.


Very respectfully,

Applicant:



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